THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) and (b) Yes, Sir. The total expenditure for inserting the half page advertisement in staggered manner on 5th, 6th and 7 November, 2006 in leading dailies throughout the country through DAVP had costed Rs. 40,16,662/-. The main purpose for inserting the advertisement is to create awareness among the general masses about early detection and preventive measures against cancer.

(c) and (d) Usually the pictures of eminent persons and celebrities are inserted in the advertisement to draw the attention of the general masses to achieve the desired result for which the advertisment has been published.

Advertisements in media

1869. SHRI S.M. LALJAN BASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to refer to answer to Unstarred Question 1878 given in the Rajya Sabha on the 11th August, 2006 and state:

(a) whether Government have decided to fully devote and earmark 40 per cent of all non-salary budget to advertisements in newspapers, T.V. and other media;

(b) whether this expenditure would be under non-plan category;

(c) whether it is a fact that the present model of advertisements issued by ICMR and other agencies would also include the photo of senior and middle level officers; and

(d) the full details of plans to change the format of present style of advertisements being issued frequently?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (c) No. Sir.

(d) There are no such plans.

Phase-III of AIDS campaign

1870. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the NACO has begun its Phase-III intervention;